

Marketing Officer (Campaigns)

Job description

Background

Whitechapel Gallery is the artists' gallery for everyone.

For over a century we have engaged young and diverse audiences by premiering world-class artists from modern masters such as Pablo Picasso, Jackson Pollock, Rothko and Frida Kahlo to contemporaries such as Sophie Calle, Lucien Freud & George and Mark Wallinger.

We are proud to continue this tradition today. With beautiful galleries, exhibiting artist commissions, collection displays, historic archives, education resources, art courses, dining room and bookshop, the expanded Gallery is open all year so there is always something free to see.

The Gallery is a touchstone for contemporary art internationally, plays a central role in London's cultural landscape and is pivotal to the continued growth of the vibrant contemporary art quarter.

Role

This is an exciting time to join Whitechapel Gallery; our audience development, membership, data and digital strategies are transforming our brand, with many gallery-wide initiatives planned over the next three years.

We are looking for a Marketing Officer with proven campaigns experience, creative skills with strong editing and copywriting skills. This is an opportunity to play a key role in raising the profile of the Gallery and engaging new audiences through brand development and our programme. The Marketing Officer (Campaigns) is responsible for delivering the Gallery's audience acquisition strategies prepared by the Marketing and Membership.

The Marketing Officer (Campaigns) sits within the Audiences and Communications team comprising: Director of Audience and Communications, Head of Marketing and Membership, Marketing Officer (Membership), London Art Book Fair and Aviva Project Manager, Design and Production Manager, Head of Press and Corporate Communications and Communications Assistant.

Accountability

The Marketing Officer (Membership) is accountable to the Head of Marketing and Membership.

.....

Overview of Duties and Responsibilities

Brand Support

- Support the Head of Marketing and Membership on the implementation of a fresh approach to the Gallery's brand, values, visual identity, key messages and tone of voice to launch in 2020/21
- Ensure that the brand blueprint is effectively communicated and style guidelines are rigorously adhered to internally and externally on a day to day basis across all visitor touchpoints
- Contribute to regular reviews of guidelines for all Marketing activity with the Head of Marketing and Membership, Design & Production Manager and Marketing Officer (Membership)

Audience Acquisition Campaign Delivery

(New Visitors; Exhibition Campaigns; Exhibition Ticket Sales)

Implement strategies prepared by the Head of Marketing and Membership, delivering creative, targeted, and timely marketing campaigns using the full marketing mix (paid, owned and earned channels) to increase:

- New Local, National and International Visitors to the Gallery (Destination Marketing)
- Audience diversity and young audiences
- Ticketed and Free Exhibition Attendance
- Annual Summer Festival, The London Art Book Fair and Awards Attendance
- First Thursdays Attendance; Create a new strategic approach to the marketing of First Thursdays, with plans to be delivered by the Marketing Officer, Campaigns

Internal Stakeholder Engagement

- Build effective working relationships and processes with the Audiences and Communications team
- Proactively contribute to the roll out of internal communications to support Whitechapel Gallery's evolving brand, its values and vision, and all stages of Marketing activities.
- Collaborate with Visitor Experience teams to continually deliver outstanding visitor experience and customer relations to support audience and membership development
- Collaborate with the Managing Director, Visitor Experience team, Development, external IT support and external fulfilment agencies to develop the Gallery's data strategy, IT systems and processes - to ensure that we have

the backend services to effectively support audience development and ticketing for exhibitions and events

- Collaborate with Visitor Experience teams to contribute to effective and actionable monitoring, evaluation and reporting of performance against targets (audience development, income ROI), collating data from multiple sources including market research, audience data, ticket sales and membership retention rates to feed into dashboards and reports on a daily, weekly, monthly, quarterly and annual basis to stakeholders as required
- Deliver Marketing plans prepared by the Head of Marketing and Membership that support sponsorship proposals and major donor prospects generated by the Development team
- Support the Gallery's international curatorial projects
- Support the building of effective working relationships and processes with stakeholders across the organisation including the Directorate and Exhibitions, Education and Public Programmes, Visitor Experience, Development and Whitechapel Gallery Ventures departments.

External Stakeholder Engagement and Management, and Advocacy

- Support team relationships with Artists (and their studios, galleries, estates, publishers) and Audiences, putting them at the heart of everything that we do
- Support team relationships with Agencies (Brand, Design, Media, Membership Fulfilment), Influencers and Advocates, Media and Promotional Partners to continually raise the profile of the Gallery
- Generate and contribute to reports on Marketing activities to Sponsors and audience development progress to Statutory Supporters as required
- Support team relationships with east London galleries participating in First Thursdays
- Continually develop Peer Networks to maximise opportunities for collaboration

Audience Insight

- Support the delivery of ongoing market research for the Gallery, and targeted research for specific projects as required
- Support the delivery of a new Gallery-wide data strategy, with specific responsibility for visitor data collection, reporting and compliance

Budget

- Support the Head of Marketing and Membership in ensuring that Marketing campaign budgets are always up to date and accurate

Reporting

- Supply updates to the Head of Marketing and Membership, and the team where appropriate, on marketing campaigns and KPIs to be shared at:
 - Weekly Comms Team Meetings
 - Weekly Visitor Experience Meetings
 - Monthly Digital Working Group Meetings
 - Data Group Meetings
 - Seasonal Programme Review Meetings
 - Seasonal Finance Meetings
 - Quarterly Trustees Meetings

Other

- Assist in the organisation of events, meetings, media views and private views and attend as required.
- Help and support the department as required.
- Any other duties requested by the Director of Audiences and Communications or Head of Marketing and Membership

Personal Specification**Essential**

- Demonstrable enthusiasm, professionalism and application to work in a world-leading contemporary art gallery
- Outstanding proven marketing campaign delivery using the marketing mix (paid, earned and owned channels)
- Outstanding accuracy and flair for editing and copywriting to engage different audiences on different platforms
- Highly computer literate in websites, mailchimp, databases, Word and Excel
- Proficiency at working with image files and using Photoshop
- Able to use initiative and generate ideas
- Rigorous in ensuring deadlines are met
- Ability to work as part of a team and independently
- Ability to remain calm under pressure
- Experience of liaising with people at all levels

Desirable

- Knowledge and at least three years experience of marketing and/or media principles and practice, preferably in the arts or creative industries
- Knowledge and experience of Raiser's Edge database
- CIM qualified or part qualified, or other marketing qualification or training

- Knowledge of graphic design and In Design
- Knowledge of HTML

Conditions of Work

- Permanent
- Hours of work: Full-time, 9:30am – 5:45pm, with one hour for lunch. Some evening work will be required, however time off in lieu will be offered
- Salary: £23,000 to £25,000 gross per annum depending upon experience
- Probation period: 6 months
- The period of notice is 2 months in writing on either side and 2 weeks in writing either side during probation period

In addition, the benefits you are eligible to receive are, subject to availability:

- 25 days annual holiday (pro rata for part-time staff)
- Option of 5% of your gross salary provided as employers' pension contribution
- Discount from the Gallery bookshop
- Discount from the Whitechapel Café/Bar
- Discounts on editions (one per edition) and publications
- Training opportunities
- Annual research/travel grant of £200 (pro rata equivalent for part time staff)
- Option to participate in the Childcare Voucher scheme.